

Resources for School Tobacco Programs: A Selected List



2003 Edition



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Introduction

This descriptive list of resources and programs is designed to help Wisconsin school communities select materials that will assist them in implementing effective programs and policies to help reduce tobacco use among youth. Its development is part of the Wisconsin Tobacco Control Board's strategic plan to reduce tobacco use. School tobacco programs and policies are recognized by the CDC and other experts as effective means to prevent and reduce use. They are most effective when coordinated within the school and with multiple other tobacco control activities in the broader community.

The *CDC Guidelines for School Programs to Prevent Tobacco Use and Addiction* (<http://www.cdc.gov/nccdphp/dash/nutptua.htm>) offer guidance for implementing effective programs and policies. These include:

1. *Develop and enforce a school policy on tobacco use.*
2. *Provide instruction about the short- and long-term negative physiologic and social consequences of tobacco use, social influences on tobacco use, peer norms regarding tobacco use, and refusal skills.*
3. *Provide tobacco-use prevention education in grades K-12.*
4. *Provide program-specific training for teachers.*
5. *Involve parents or families in supporting school-based programs to prevent tobacco use.*
6. *Support cessation efforts among students and school staff who use tobacco*
7. *Assess the tobacco-use prevention program at regular intervals.*

These guidelines are consistent with the *Wisconsin Framework for Comprehensive School Health Programs*, which provides guidance for a wide variety of effective school-based health, safety, and youth development programs and initiatives.

Methods

Staff searched for evidence of effectiveness for school-based tobacco programs using the following sources: the CDC Division of Adolescent and School Health's *Programs That Work* database; the Center For Substance Abuse Prevention's *Model Programs* database; *Reducing Tobacco Use: A Report by the Surgeon General*; and the evaluation analyses published in *Making the Grade: A Guide to School Drug Prevention Programs* (1999). School programs that had well-designed evaluations with significant positive findings regarding tobacco use for middle school students and that were readily available were initially selected as evidence-based programs. Staff also identified and selected other school tobacco resources that are consistent with the CDC guidelines, had multiple activities, were readily available but did not have evidence of impact on tobacco use in isolation of other strategies or programs. A panel of reviewers from agencies and organizations with established expertise in tobacco prevention and intervention was selected. These panelists reviewed the evaluation evidence of the first group and the actual resources for the second group and made final selection of programs and resources for inclusion in this list.

Review Criteria for School Tobacco Resources

The following criteria were used by the review committee to help determine if a resource would be included in section B of this document. If an item scored high (4-5) on five or more criteria it was chosen for selection. Committees reviewing tobacco materials may find it helpful to use an established set of criteria such as this.

Criteria	Definition	Scale or Continuum (5=high, 1-low)
1. Consistency with CDC Guidelines	*Consistent with the recommendations found in the CDC Guidelines for School Programs to Prevent Tobacco Use and Addiction. Resources aid in implementing one or more guidelines.	
2. Accurate and up-to-date information.	*Information on physical consequences, social consequences, mental/emotional consequences, influences, and norms. Information is less than 5 years old.	Automatic rejection if information is inaccurate, incomplete, or outdated (5 years or more)
3. Developmentally appropriate for intended age.	*Language, concepts, and tone (emotional message) appropriate for age and audience. (Delineate by age—use learner outcomes as first draft.)	
4. Non-biased.	*Representation of communities of color in actors in materials, recognizing, and respecting ranges in cultural/community norms, language, and beliefs about tobacco. Equal and appropriate representation of males and females	
5. Sound educational methodology for the recommended audiences.	*Focuses on the affirmation of personal responsibility and decision-making. Skill-based, interactive, and creative experience fostered.	
6. Clear and consistent messages.	*A consistent no tobacco use message is emphasized throughout the materials.	
7. Resource quality.	*The sound, acting, narration, and/or visual quality are of a high standard and do not detract from the overall quality of the resource.	

Resources for School Tobacco Programs: A Selected List

A. School-based Programs with Significant Evidence of Impact on Tobacco Use

The following information is offered as examples of programs that have strong evidence of effectiveness. The programs:

- have a well-designed evaluation conducted in the past eight years that had significant positive findings for middle school students in preventing or reducing tobacco use;
- are readily available for use by schools; and
- have a significant focus on tobacco, though may be part of broader substance abuse or health programs.

Inclusion of a program does not imply endorsement by the Wisconsin Department of Public Instruction (DPI). Use of these programs is not a requirement of DPI grant programs. School communities are encouraged to select or develop effective programs consistent with CDC guidelines and local needs and values.

Life Skills Training	
<i>Target Audience</i>	Grades 6-9
<i>Length</i>	15 class periods in 1 st year; 10 class periods in 2 nd year; 5 class periods in 3 rd year
<i>Key Tobacco-related Findings</i>	➤ Reduced initiation of cigarettes (also alcohol and marijuana) after 3 and 6 years over control group. Six-year reduction of 44% over controls.
<i>Objectives</i>	➤ Describe self-image formation, its relationship to behavior and how to improve. ➤ Identify myths and misconceptions about tobacco, alcohol and marijuana use. ➤ Describe physiological effects of smoking. ➤ Demonstrate effective communications, coping and relationships skills. ➤ Evaluate advertising techniques used to manipulate behavior.
<i>Materials</i>	Teacher's manual with lessons and background material; student guide with skills guidelines, information, activities for classroom and at home; relaxation audiotape.
<i>Theory</i>	Multiple pathways to ATOD use, social influences interact with individual vulnerability; focus on social risk factors (for example, media and peer pressure), and personal risk factors (for example, anxiety, low self-esteem).
<i>Materials Source</i>	Princeton Health Press (800-636-3415)
<i>Training</i>	Information on training sources is available from DPI Student Services, Prevention and Wellness Team, 608-266-9860. Developers recommend two days of training.
<i>Source of this information</i>	Centers for Disease Control and Prevention, Division of Adolescent and School Health 888-231-6405

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Michigan Model	
<i>Target Audience</i>	Grades K-12; tobacco lessons target grades 4 -12
<i>Length</i>	40 lessons per year in many health and safety topics.
<i>Key Tobacco-related Findings</i>	<ul style="list-style-type: none"> ➤ Significant reductions in smoking. ➤ No reduction in smokeless tobacco use.
<i>Objectives</i>	For grades 7–8 tobacco module: <ul style="list-style-type: none"> ➤ Understand the health benefits of abstaining from tobacco use. ➤ Understand the health, legal, social and financial issues related to tobacco use. ➤ Analyze the influences to use tobacco and demonstrate ways to counter these negative influences. ➤ Apply their knowledge of tobacco and their skills to promote the norm of abstinence from tobacco use. ➤ Utilize the skills needed to abstain from tobacco use and support others that choose to abstain. ➤ Utilize the skills needed to support others that want to quit.
<i>Materials</i>	It's No Mystery: Tobacco is a Killer Teacher Manual for grades 7 and 8. Contains all lessons, teacher reference materials, and masters for student handouts. Family activities in many modules include homework, presentations, and materials. Newer modules, not yet evaluated include Protect A Friend–Share Your Skills, ATOD module for grades 7-8 and Teens Campaign Against Tobacco, grades 9 -12.
<i>Theory</i>	Social influences
<i>Materials Source</i>	Central Michigan University (800) 214-8961
<i>Training</i>	Central Michigan University (800) 214-8961
<i>Source of this information</i>	Making the Grade: A Guide to School Drug Prevention Programs, 1999. http://www.emc.cmich.edu/mmm/default.htm ¹

Project TNT: Towards No Tobacco Use	
<i>Target Audience</i>	Grades 7-8
<i>Length</i>	10 sessions, 40-50 minutes each, in 7 th grade; 2 sessions in 8 th grade
<i>Key Tobacco-related Findings</i>	<ul style="list-style-type: none"> ➤ Reduced initiation of cigarettes by 26% (average 1 and 2 year follow-up) over control group. ➤ Reduced initiation of smokeless tobacco by 60%. ➤ Reduced weekly/frequent smoking by 30%. ➤ Eliminated weekly/frequent smokeless use.
<i>Objectives</i>	<ul style="list-style-type: none"> ➤ Describe addiction, disease, consequences of use, prevalence of use among peers. ➤ Demonstrate effective communication, refusal and coping skills. ➤ Identify media/advertising influences on teens to use tobacco. ➤ Identify methods for building self esteem. ➤ Describe strategies for advocating for no tobacco use.
<i>Materials</i>	Implementation manual with lessons and background material, two videos, student workbook, optional kit with posters and other instructional materials.
<i>Theory</i>	In order to resist tobacco use, students need: awareness of misleading social information promoting tobacco use; skills to counteract social pressures; knowledge of physical consequences that tobacco can have in their own lives.
<i>Materials Source</i>	ETR Associates 800-321-4407
<i>Training</i>	Current information on training is available from DPI Student Services, Prevention and Wellness Team, 608-266-9860. Developers recommend two days of training.
<i>Source of this information</i>	CDC National Center for Chronic Disease Prevention and Health Promotion

¹ The views, opinions, and statements contained in cited websites are not necessarily those of the Department of Public Instruction. The department is not responsible for the content of these websites, nor should links to other sites be inferred as an endorsement of those sites.

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B. Resources for Developing Comprehensive School Programs to Reduce Tobacco Use

The following are examples of resources to assist school communities in developing effective programs, policies, and practices consistent with the *CDC Guidelines for School Programs to Prevent Tobacco Use and Addiction*. These include resources for: curriculum and instruction on tobacco; youth tobacco cessation programs, school tobacco policies, and; youth advocacy and peer education on tobacco. Some resources can also be of assistance with teacher training, family and community involvement, and evaluation. Inclusion of a program or resource does not imply endorsement by the Wisconsin Department of Public Instruction. Use of these resources is not a requirement of DPI grant programs. School communities are encouraged to select or develop effective programs consistent with CDC guidelines and local needs and values.

1. Resources for Curriculum and Instruction

Anti-Tobacco Media Blitz	
<i>Target Audience</i>	Grades 7-9
<i>Length</i>	Varying
<i>Material Format</i>	Multi-instructional strategy curriculum
<i>Objectives</i>	To develop anti-tobacco messages using a variety of mediums and activities.
<i>Materials Description</i>	Audio CD, CD of graphics, scripts, reference guide.
<i>Materials Source and Date</i>	Toucan Ed Publications, 2001 888-386-8226 www.toucaned.com/main/tobacco/anti_tobacco.html
<i>Source of this information</i>	Reference guide
<i>Evaluator Comment</i>	

B-Force Comic Book	
<i>Target Audience</i>	Grades 5-6
<i>Length</i>	45 minutes for the book
<i>Material Format</i>	Comic book and supporting lessons
<i>Objectives</i>	Introduce kids to the health problems caused by spit tobacco.
<i>Materials Description</i>	Comic book
<i>Materials Source and Date</i>	Milwaukee Brewers, 2003 414-902-4424
<i>Source of this information</i>	Comic book description

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Choosing Not to Use	
<i>Target Audience</i>	Grades 6-8
<i>Length</i>	Average length 45 minutes
<i>Material Format</i>	12 multiple strategic lessons that include homework assignments. Teacher's Guide and Student Handouts and Transparencies—two sets of the same resource
<i>Objectives</i>	The student will: <ul style="list-style-type: none"> ➤ understand the influences related to tobacco use decisions; ➤ apply skills to remain tobacco free; and ➤ realize that the majority of youth do not smoke.
<i>Materials Description</i>	The curriculum explores concepts and skills relating to a drug free, including tobacco, lifestyle.
<i>Materials Source and Date</i>	EDC Publishing Center, 1996 800-225-4276 www.chef.org/prevention/tobacco.php
<i>Source of this information</i>	Introduction to the document.
<i>Evaluator Comment</i>	Community service section is a strength.

Get Real About Tobacco	
<i>Target Audience</i>	Grades 6-9
<i>Length</i>	Ten lessons with four follow-up sessions.
<i>Material Format</i>	Multiple strategies plus videos, posters.
<i>Objectives</i>	<ul style="list-style-type: none"> ➤ Reduce risk of using. ➤ Encourage users to quit. ➤ Promote message against tobacco use.
<i>Materials Description</i>	Multi-strategy curriculum that addresses student vulnerability, student influences to use, and alternatives to use. Includes references fact sheets and resources.
<i>Materials Source and Date</i>	AGC, 1997 800-323-9084
<i>Source of this information</i>	Introduction to the curriculum.
<i>Evaluator Comment</i>	Following CDC guidelines closely and addresses cultural diversity effectively.

Media Sharp—Analyzing Tobacco and Alcohol Messages	
<i>Target Audience</i>	Grades 6-8
<i>Length</i>	Four modules at 45 min/each. Module 2 has variable length depending on the instructor.
<i>Material Format</i>	Five modules of production, marketing, entertainment, news, and conclusion with multiple strategies.
<i>Objectives</i>	<ul style="list-style-type: none"> ➤ Forum to critically analyze tobacco media messages. ➤ Forum to build media production skills.
<i>Materials Description</i>	The purpose of this curriculum is to help young people critically assess how media normalize, glamorize, and create role models for unhealthy lifestyles and behaviors.
<i>Materials Source and Date</i>	CDC, 1998 800-CDC-1311
<i>Source of this information</i>	Introduction to the curriculum.
<i>Evaluator Comment</i>	Not tobacco focused, but presents many important media literacy issues.

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The Minnesota Smoking Prevention Program	
<i>Target Audience</i>	Grades 6-9
<i>Length</i>	Six Lessons, 45-60 minutes.
<i>Material Format</i>	Multiple lessons with overheads and homework assignments.
<i>Objectives</i>	Identify reasons people start smoking: <ul style="list-style-type: none"> ➤ non-use of tobacco is the norm; ➤ skills to resist; and ➤ recognize covert messages in ads for tobacco.
<i>Materials Description</i>	This curriculum explores the major social influences that encourage and support youth tobacco use.
<i>Materials Source and Date</i>	Hazeldon, 1997 800-328-9000 about.preventiondss.org/html/documents/DoE/promising/MinnesotaSmokingPreventionProgram.htm
<i>Source of this information</i>	Introduction to the curriculum.
<i>Evaluator Comment</i>	Interactive and to the point, but does not have boosters in later grades.

Nic O Teen	
<i>Target Audience</i>	Grades 7-10
<i>Length</i>	Six class periods
<i>Material Format</i>	Video, instructional materials, simulator
<i>Objectives</i>	Provide hands-on experience for young adults to experience how smoking addiction controls lives.
<i>Materials Description</i>	Multi-teaching, strategies, simulator
<i>Materials Source and Date</i>	Nicoteen Program, 2001 800-830-1416 www.realityworksinc.com/cms.asp?SID=5
<i>Source of this information</i>	Supportive curriculum introduction.
<i>Evaluator Comment</i>	

Science, Tobacco and You	
<i>Target Audience</i>	Grades 6-8
<i>Length</i>	Varying lengths.
<i>Material Format</i>	Multiple strategies to focus the integration of tobacco material into a number of content areas.
<i>Objectives</i>	The learner will: <ul style="list-style-type: none"> ➤ understand body structures and functions; ➤ know the harmful effects of tobacco; and ➤ learn strategies for handling peer pressure.
<i>Materials Description</i>	This curriculum encourages students to use science on the issue of tobacco use and prevention.
<i>Materials Source and Date</i>	Center for Integrating Research and Learning 888-686-2100 www.scienceu.fsu.edu/
<i>Source of this information</i>	Introduction of the guidebook.
<i>Evaluator Comment</i>	Spanish speaking version is a helpful edition.

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Smoke and Mirrors	
<i>Target Audience</i>	Grades 6-8
<i>Length</i>	Three units, variable time
<i>Material Format</i>	Learning kit and curriculum
<i>Objectives</i>	Develop a student's media literacy skills.
<i>Materials Description</i>	Multi-disciplinary approach on media literacy.
<i>Materials Source and Date</i>	Fairview Physician Association, 1999 612-672-5437 www.fablevision.com/smokescreeners/
<i>Source of this information</i>	Booklet
<i>Evaluator Comment</i>	

Smoke Screeners	
<i>Target Audience</i>	Grades 5-8
<i>Length</i>	Two lessons of varying lengths (45 min/video and disk).
<i>Material Format</i>	Worksheets plus videos and posters
<i>Objectives</i>	Educate on how tobacco is made to look acceptable or glamorized.
<i>Materials Description</i>	This program invites youth to become critical thinkers as movie and TV viewers. This program will increase student awareness of tobacco use in popular entertainment.
<i>Materials Source and Date</i>	The Centers for Disease Control (CDC), 1998 800-CDC-1311
<i>Source of this information</i>	Introduction to the curriculum.
<i>Evaluator Comment</i>	Needs to be reviewed in two years because knowledge about certain movies constantly changes.

Smoking: The Addictive Truth	
<i>Target Audience</i>	Grades 6-12
<i>Length</i>	Variable—most can be completed within a 45-minute class.
<i>Material Format</i>	CD ROM with follow-up teaching strategies
<i>Objectives</i>	Students learn: <ul style="list-style-type: none"> ➤ how tobacco affects them; ➤ how tobacco use is influenced by ads; and ➤ how tobacco use becomes a habit.
<i>Materials Description</i>	This CD explores key information about social resistance skills, tobacco myths, teen feelings, and experience related to tobacco. One component of the Body Awareness Resource Network series.
<i>Materials Source and Date</i>	Learning Multi-Systems, Inc., 2000 800-362-7323
<i>Source of this information</i>	Supportive teaching strategies document.
<i>Evaluator Comment</i>	Only the tobacco CD of the BARN Series was approved. Supportive material includes a smoking lung that is a major concern with environmental tobacco smoke (ETS).

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Tobacco Use Prevention—Health Literacy Performance Assessments	
<i>Target Audience</i>	Grade 1-12 by section
<i>Length</i>	Events 45 minutes; tasks two to three days
<i>Material Format</i>	Multiple performance assessments
<i>Objectives</i>	The students will demonstrate tobacco knowledge and skills through the development of various products.
<i>Materials Description</i>	This set of 23 performance assessments can be used to measure tobacco knowledge and skills.
<i>Materials Source and Date</i>	Wisconsin Department of Public Instruction, 2002 608-267-9234
<i>Source of this information</i>	Introduction to the document.
<i>Evaluator Comment</i>	Age-appropriate strategies that support a number of tobacco issues.

Tobacco: A Smashing Curriculum	
<i>Target Audience</i>	Grades 6-8
<i>Length</i>	Varying
<i>Material Format</i>	12 Lessons 2 play, 3 instructional aides
<i>Objectives</i>	The students will receive tobacco information in an interdisciplinary format.
<i>Materials Description</i>	Lesson plans, interactive models
<i>Materials Source and Date</i>	Nasco, 2000 800-558-9595
<i>Source of this information</i>	Curriculum guide
<i>Evaluator Comment</i>	

Teen Smoking: Pack it Up!	
<i>Target Audience</i>	Grades 7-12
<i>Length</i>	Seven sections of varying lengths of time.
<i>Material Format</i>	Multiple instructional strategies for youth who want to build peer educator programs.
<i>Objectives</i>	The youth leaders will: <ul style="list-style-type: none"> ➤ focus on the negative social outcomes of tobacco; ➤ learn resistance skills; and ➤ create non-smoking as desirable.
<i>Materials Description</i>	This curriculum provides knowledge and skills to build peer education efforts dealing with tobacco.
<i>Materials Source and Date</i>	Bureau for At-Risk Youth, 1997 800-99-YOUTH
<i>Source of this information</i>	Introduction to the curriculum.
<i>Evaluator Comment</i>	Very interactive and focuses on critical tobacco issues.

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2. Resources for Youth Tobacco Cessation Programs

Alternatives to Suspension	
<i>Target Audience</i>	Grades 6-12
<i>Length</i>	50 minutes/session
<i>Material Format</i>	Four sessions.
<i>Objectives</i>	The students will: <ul style="list-style-type: none"> ➤ understand the alternative to suspension program; ➤ understand the harmful effects of smoking; and ➤ develop strategies to cope.
<i>Materials Description</i>	This curriculum serves as an alternative to violation of the school tobacco use policy.
<i>Materials Source and Date</i>	American Lung Association of Wisconsin, 2000 262-782-7833
<i>Source of this information</i>	Introduction to the document.
<i>Evaluator Comment</i>	Some middle school adaptations need to be developed.

Intervening with Teen Tobacco Users—Facilitators Guide	
<i>Target Audience</i>	Grades 6-12
<i>Length</i>	45-50 minutes in length
<i>Material Format</i>	Eight multi-strategy sessions for alternative to suspension.
<i>Objectives</i>	The participant will be provided: <ul style="list-style-type: none"> ➤ information on tobacco effects; and ➤ skills to become smoke free and move into a cessation program.
<i>Materials Description</i>	This curriculum is designed as a tool to provide tobacco-related information to groups as an alternative to suspension.
<i>Materials Source and Date</i>	Community Intervention, Inc., 2000 800-328-0417
<i>Source of this information</i>	Facilitators Guide
<i>Evaluator Comment</i>	Truth or Dare video is an excellent supportive piece.

Not on Tobacco (N-O-T): Teen Smoking Cessation Program	
<i>Target Audience</i>	Grades 6-12
<i>Length</i>	Ten sessions with four booster sessions.
<i>Material Format</i>	Adult facilitator manual and student workbook.
<i>Objectives</i>	A total health approach to help adolescents: <ul style="list-style-type: none"> ➤ stop smoking or reduce the number of cigarettes smoked; ➤ increase healthy lifestyle behaviors; and ➤ improve life management skills.
<i>Materials Description</i>	N-O-T is a research-based program. It is voluntary rather than punitive. N-O-T is gender-sensitive and separates participants by gender in small groups using diverse instruction methods.
<i>Materials Source and Date</i>	American Lung Association of Wisconsin, 2000 262-782-7833 www.lungusa.org/tobacco/not_about.html
<i>Source of this information</i>	Introduction to the program manual.
<i>Evaluator Comment</i>	Strong research-based cessation curriculum that addresses multi-cultural issues.

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Quitting Tobacco—A Youth Cessation Program	
<i>Target Audience</i>	Grades 6-12
<i>Length</i>	Varying lengths.
<i>Material Format</i>	Four sections with multiple strategies to address various cessation issues.
<i>Objectives</i>	The quitting student will: <ul style="list-style-type: none"> ➤ incorporate tobacco information in a plan to quit; and ➤ develop skills that will help in cessation whether successful or not.
<i>Materials Description</i>	This curriculum is a resource for concerned adults who are trying to get young people to stop.
<i>Materials Source and Date</i>	Toucan Ed Publications, 1999 888-386-8226
<i>Source of this information</i>	Introduction to the program manual.
<i>Evaluator Comment</i>	Some useful strategies, but data needs to be updated.

3. Resources for School Policies on Tobacco

Fit, Healthy, and Ready to Learn	
<i>Target Audience</i>	Key policy makers in schools and communities
<i>Length</i>	Varying lengths of time.
<i>Material Format</i>	Skills, samples, and broad policy issues.
<i>Objectives</i>	The key decisionmaker will: <ul style="list-style-type: none"> ➤ incorporate skills for developing effective tobacco policies; and ➤ incorporate sample tobacco policies in the development of local policies.
<i>Materials Description</i>	This document serves as a technical assistance piece to assist decisionmakers in tobacco policy issues.
<i>Materials Source and Date</i>	National Assoc. of State Boards of Education, 2000 800-220-5183 www.nasbe.org/healthyschools/fithealthy.mgi
<i>Source of this information</i>	Introduction to the document.
<i>Evaluator Comment</i>	Sample tobacco policies are very helpful.

4. Resources for Youth Advocacy and Peer Education on Tobacco

TATU: Teens Against Tobacco Use	
<i>Target Audience</i>	Grades 7-12
<i>Length</i>	Five strategies plus numerous ancillary ideas.
<i>Material Format</i>	Multiple instructional strategies for peer leaders.
<i>Objectives</i>	The peer educators will: <ul style="list-style-type: none"> ➤ incorporate accurate tobacco information in presentations with peers; and ➤ build effective teaching strategies to use with peers.
<i>Materials Description</i>	This curriculum explores the critical knowledge, skills, and attitudes needed to be an effective peer educator.
<i>Materials Source and Date</i>	American Lung Association of Wisconsin, 1996 262-782-7837 www.lungusa.org/smokefreeclass/
<i>Source of this information</i>	Introduction to the curriculum.
<i>Evaluator Comment</i>	Well-organized tool to train peer educators that is consistent with CDC guidelines.

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Triple T Project—Teens Tackle Tobacco for Middle and High School	
<i>Target Audience</i>	Grades 6-12
<i>Length</i>	Nine lessons of varying times.
<i>Material Format</i>	Two lessons that address tobacco's impact/video discussion.
<i>Objectives</i>	The students will: <ul style="list-style-type: none"> ➤ describe harmful effects of using tobacco; and ➤ describe positive ways to influence others to reduce or eliminate tobacco use.
<i>Materials Description</i>	This curriculum takes basic tobacco information and engages students in delivering this information to other people.
<i>Materials Source and Date</i>	Toucan Ed Publications, 1999 888-386-8226 www.toucaned.com/main/tobac.html
<i>Source of this information</i>	Introduction to the curriculum.
<i>Evaluator Comment</i>	California focused but includes many adaptable, interactive strategies to help build anti-tobacco advocates.

Youth Advocacy Guide—How to Integrate Youth into Tobacco Prevention Programs	
<i>Target Audience</i>	Teachers or community leaders who work with youth
<i>Length</i>	Numerous strategies with various lengths of time.
<i>Material Format</i>	Multiple strategies to help build youth advocates.
<i>Objectives</i>	The youth leaders will develop skills to: <ul style="list-style-type: none"> ➤ coordinate youth activities; and ➤ implement effective youth activities.
<i>Materials Description</i>	The training manual provides knowledge and skills to form, involve, and sustain tobacco advocacy strategies.
<i>Materials Source and Date</i>	ToucanEd Publications, 1999 831-464-0508 www.toucaned.com/main/tobac.html
<i>Source of this information</i>	Introduction to the document.
<i>Evaluator Comment</i>	Very California-specific, but is very strong in helping to organize youth anti-tobacco efforts.

Youth Media Network—An Interactive Tobacco Education Curriculum	
<i>Target Audience</i>	Grades 3-12
<i>Length</i>	Six lessons of varying time
<i>Material Format</i>	Various performance assessment activities a class could do to advocate against tobacco.
<i>Objectives</i>	The unit will help students to: <ul style="list-style-type: none"> ➤ take action against the tobacco industry; and ➤ provide effective communications skills.
<i>Materials Description</i>	This curriculum promotes skills to communicate tobacco issues. Includes development of a number of projects and products.
<i>Materials Source and Date</i>	Toucan Ed Publications, 1998 888-386-8226 www.toucaned.com/main/tobac.html
<i>Source of this information</i>	Introduction to the curriculum.
<i>Evaluator Comment</i>	Supportive website available to integrate technology into the curriculum.